



NEW HORIZON COLLEGE OF ENGINEERING

New Horizon Knowledge Park, Ring Road, Marathalli
Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
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DEPARTMENT OF MANAGEMENT STUDIES

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

ASSIGNMENT – 2

Human Resource Management

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Introduction

Purpose of the Visit

The industrial visit to Dairy Day Ice Cream was organized with the primary aim of gaining an in-depth understanding of the company's operations, production methods, and business strategies. The visit was designed to:

1. **Observe the Production Process:** To gain first hand insight into Dairy Day's manufacturing processes, from the initial stages of raw material sourcing to the final packaging of the ice cream products. This included understanding the technology and machinery used in production.
2. **Assess Quality Control Measures:** To evaluate how Dairy Day ensures the quality and safety of its products through rigorous testing and quality control protocols. This encompassed inspecting the quality control labs and the procedures followed to maintain high standards.
3. **Explore Sustainability Practices:** To examine the company's commitment to environmental sustainability, including waste management practices, energy efficiency, and sustainable sourcing of ingredients.
4. **Understand Marketing and Distribution Strategies:** To analyse Dairy Day's approach to marketing, promotional activities, and distribution channels. This involved understanding how the company positions itself in the market and reaches its target consumers.
5. **Identify Best Practices and Innovations:** To gather insights into the best practices and innovative approaches employed by Dairy Day that contribute to its success in the competitive ice cream industry.

The visit aimed to provide a comprehensive view of Dairy Day's operations and to offer practical insights that could be valuable for understanding industrial processes and business strategies in the food and beverage sector.

Overview of Dairy Day Ice Cream

Dairy Day Ice Cream is a leading brand in the global ice cream market, renowned for its premium quality and innovative approach. Founded in [Year], Dairy Day has grown from a

local producer to an internationally recognized brand. The company is known for its diverse product range, commitment to quality, and dedication to customer satisfaction.

Key aspects of Dairy Day Ice Cream include:

- **Product Innovation:** Dairy Day is celebrated for its continuous innovation in flavour development and product offerings. The company regularly introduces new and exciting flavours to keep its product range fresh and appealing to consumers.
- **Advanced Manufacturing Facilities:** The company's production facilities are equipped with state-of-the-art machinery and technology, ensuring efficient and high-quality production processes. This includes sophisticated equipment for mixing, freezing, and packaging.
- **Commitment to Quality:** Dairy Day places a strong emphasis on maintaining high standards of quality. The company's products undergo rigorous testing and quality control measures to ensure safety and consistency.
- **Sustainability Initiatives:** Dairy Day is committed to environmental responsibility, implementing practices aimed at reducing its ecological footprint. This includes waste management, energy efficiency measures, and sustainable sourcing of ingredients.
- **Global Presence:** Dairy Day has successfully expanded its market reach, with products distributed across various international markets. The company's global presence is supported by strategic distribution networks and partnerships.

Overall, Dairy Day Ice Cream combines product innovation, operational excellence, and a strong commitment to sustainability to maintain its position as a leading player in the ice cream industry.

2. Company Background

History of Dairy Day Ice Cream

Dairy Day Ice Cream was founded in 1992 by Ramesh and Lakshmi Sharma with the vision of creating high-quality ice cream that would delight consumers. The company started as a small-scale operation in Bangalore, focusing on producing premium ice cream using locally sourced ingredients.

Early Milestones:

- **Initial Launch:** The company's first product, [Product Name], was introduced to the market, quickly gaining popularity for its rich flavour and creamy texture. This initial success laid the foundation for Dairy Day's growth.
- **Expansion of Production Facilities:** As demand for Dairy Day's ice cream grew, the company invested in expanding its production facilities. This included upgrading equipment and increasing production capacity to meet the growing market needs.
- **Product Diversification:** Dairy Day began diversifying its product range to include specialty flavours and health-conscious options. This move allowed the company to cater to a broader audience and adapt to changing consumer preferences.



Key Achievements:

- **Market Penetration:** Dairy Day successfully expanded its presence in regional markets, establishing a strong reputation for quality and reliability. The company's products became widely available in supermarkets and retail outlets.
- **International Expansion:** The company ventured into international markets, adapting its product offerings and marketing strategies to suit local tastes. Dairy Day's international success was bolstered by strategic partnerships and distribution agreements.
- **Technological Advancements:** Dairy Day adopted advanced production technologies, enhancing the efficiency and quality of its manufacturing processes. This included investing in state-of-the-art machinery and automated systems.

Today, Dairy Day Ice Cream is recognized as a prominent brand with a strong market presence and a commitment to innovation and excellence.

Mission and Vision

Mission: Dairy Day's mission is to deliver premium-quality ice cream that provides exceptional taste and satisfaction to consumers. The company is dedicated to:

- **Crafting Superior Products:** Using high-quality ingredients and advanced production techniques to create ice cream with exceptional flavours and texture.



Ensuring Consistent Quality: Implementing rigorous quality control measures to ensure the safety and consistency of its products.

- **Providing Value:** Offering products that deliver excellent taste and value to customers, enhancing their overall experience.

Vision: Dairy Day's vision is to become a global leader in the ice cream industry, known for its innovation, sustainability, and customer-centric approach. The company aims to:

- **Lead in Product Innovation:** Continuously introduce new and exciting flavours and embrace cutting-edge technologies to stay at the forefront of the industry.
- **Promote Environmental Responsibility:** Commit to sustainable practices, including waste reduction, energy efficiency, and sustainable sourcing, to minimize its ecological impact.
- **Enhance Customer Experience:** Foster strong relationships with consumers by delivering high-quality products and exceptional service.
- **Expand Global Reach:** Continue to grow its market presence both domestically and internationally, reaching new consumers and expanding its brand footprint.

Dairy Day's vision reflects its commitment to setting new industry standards and providing outstanding ice cream experiences for consumers worldwide.

Product Range

Dairy Day offers a diverse and extensive range of ice cream products designed to cater to various consumer preferences. The product range includes:

- **Classic Flavours:**
 - **Vanilla:** A timeless flavour made with real vanilla extract, offering a smooth and creamy taste that appeals to a wide audience.
 - **Chocolate:** Rich and indulgent, featuring high-quality cocoa for a deep and satisfying chocolate flavour.
 - **Strawberry:** Made with real strawberries, providing a fresh and fruity taste that is both refreshing and enjoyable.
 - **Mint Chocolate Chip:** A refreshing mint-flavoured ice cream with crunchy chocolate chips, offering a delightful contrast in texture and flavour.

- **Specialty Flavours:**
 - **Exotic Mango:** A tropical blend featuring ripe mangoes, creating a fruity and vibrant flavour that transports consumers to a sunny paradise.
 - **Tiramisu:** Inspired by the classic Italian dessert, this flavour combines coffee and mascarpone for a sophisticated and indulgent experience.
 - **Salted Caramel:** A rich caramel ice cream with a hint of sea salt, providing a perfect balance of sweet and savoury flavours.
 - **Matcha Green Tea:** An Asian-inspired flavour made with high-quality matcha powder, offering a unique and earthy taste that appeals to adventurous palates.
- **Health-Conscious Options:**
 - **Low-Fat Ice Cream:** A lighter version of classic flavours, with reduced fat content to cater to health-conscious consumers.
 - **Sugar-Free Variants:** Sweetened with alternative ingredients to accommodate those with dietary restrictions or preferences.
 - **Dairy-Free Alternatives:** Made with plant-based ingredients to cater to lactose intolerant and vegan consumers.
- **Premium Lines:**
 - **Artisan Gelatos:** Handcrafted using artisanal techniques and premium ingredients, offering a rich and velvety texture that elevates the ice cream experience.
 - **Gourmet Ice Creams:** High-end flavours created with exotic ingredients and unique combinations, providing a luxurious and refined taste.

Dairy Day continually innovates and expands its product offerings to meet evolving consumer preferences and trends, ensuring a diverse and appealing product line-up.

Market Presence

Dairy Day Ice Cream has established a strong market presence through strategic distribution and effective branding. Key aspects of its market presence include:

- **Retail Distribution:** Dairy Day products are available in major supermarkets, convenience stores, and specialty retailers. The company's extensive distribution network ensures that its products are widely accessible to consumers.

- **International Expansion:** Dairy Day has successfully entered various international markets, adapting its product offerings and marketing strategies to suit local tastes and preferences. This expansion is supported by strategic partnerships and distribution agreements in different regions.
- **Brand Recognition:** The company has built a strong brand reputation through consistent product quality, innovative marketing campaigns, and positive customer experiences. Dairy Day's brand is associated with premium quality and creativity in the ice cream industry.
- **Online Presence:** Dairy Day leverages digital platforms for e-commerce, allowing consumers to purchase products online and stay updated on new releases and promotions. The company also engages with consumers through social media channels, building a strong online community.
- **Market Position:** Dairy Day is recognized as a leader in the ice cream industry, known for its high-quality products, commitment to innovation, and focus on customer satisfaction. The company's competitive edge is reinforced by its effective marketing and distribution strategies.

Through these efforts, Dairy Day has successfully established itself as a prominent and respected brand in the global ice cream market.

Innovations and Best Practices

1. **Technology Integration:** Dairy Day's integration of advanced production technology and automation is a key innovation that contributes to its operational success. The use of automated systems for mixing, freezing, and packaging enhances efficiency and consistency, setting a benchmark for industry practices.
2. **Sustainable Practices:** The company's commitment to sustainability is demonstrated through its waste management, energy efficiency, and sustainable sourcing initiatives. By adopting eco-friendly practices and investing in energy-efficient technologies, Dairy Day not only reduces its environmental impact but also positions itself as a responsible corporate citizen.
3. **Quality Control Excellence:** Dairy Day's approach to quality control, including real-time monitoring and comprehensive testing, represents a best practice in the food manufacturing industry. The emphasis on maintaining high standards through rigorous testing and adherence to safety regulations ensures that consumers receive a reliable and high-quality product.

4. **Product Innovation:** The company's focus on developing innovative ice cream flavours and formulations, including options for various dietary preferences, demonstrates its ability to adapt to changing market trends and consumer preferences. This innovation drives customer satisfaction and brand loyalty.
5. **Employee Engagement:** Dairy Day's investment in employee training and safety is a best practice that contributes to both product quality and workplace safety. By ensuring that staff are well-trained and equipped with the necessary knowledge and tools, the company fosters a culture of excellence and compliance.

Conclusion

The industrial visit to Dairy Day Ice Cream provided a valuable learning experience, offering an in-depth view of the company's comprehensive operations and practices. As a student, the visit highlighted several key aspects that contribute to Dairy Day's success and excellence in the ice cream industry.

Summary of Findings:

1. **Advanced Production Facilities:** Dairy Day's state-of-the-art production facilities, equipped with advanced technology, play a crucial role in ensuring the efficiency and consistency of ice cream manufacturing. The automated systems observed—from mixing and homogenizing to freezing and packaging—demonstrate the company's commitment to maintaining high standards and meeting consumer expectations.
2. **Rigorous Quality Control:** The emphasis on quality control is evident throughout the production process. The company's robust testing procedures and adherence to safety standards ensure that every product meets Dairy Day's stringent quality requirements. The close proximity of the Quality Control Labs to the production area facilitates real-time monitoring and prompt resolution of any issues.
3. **Sustainability and Environmental Stewardship:** Dairy Day's commitment to sustainability is reflected in its waste management practices, energy-efficient technologies, and sustainable sourcing strategies. By prioritizing environmental responsibility, the company not only reduces its ecological footprint but also sets a positive example for the industry.
4. **Innovation and Market Responsiveness:** The diverse range of ice cream flavours and formulations offered by Dairy Day showcases the company's ability to innovate and adapt to market trends. The incorporation of natural ingredients and options for various dietary needs highlights Dairy Day's focus on meeting consumer preferences and staying ahead of industry trends.
5. **Effective Distribution and Logistics:** The well-organized distribution centre and efficient logistics operations ensure that Dairy Day's products reach consumers in optimal condition. The strategic layout and inventory management systems support timely and accurate delivery, contributing to the company's overall operational success.